

MINUTES OF MEETING
DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY
WORKSHOP – CRA EXECUTIVE DIRECTOR POSITION
WEDNESDAY, MAY 25, 2016 – 3:30 P.M.

1. Call to Order/Roll Call

Chairman Salvino called the meeting to order at 3:30 p.m.

Present:

Chairman:	Marco A. Salvino, Sr.
Vice-Chairman:	Albert C. Jones
Board Members:	Chickie Brandimarte
	Paul Fetscher
	Bobbie H. Grace
Executive Director:	Rachel Bach
City Attorney:	Thomas Ansbrosio
CRA Secretary:	Louise Stilson

2. CRA Executive Director Position

Director Bach provided a brief overview of this item, which is attached to and incorporated into these minutes.

Kim Briesemeister, RMA, noted they have worked with us since 2009; they come with 40 staff members and they can bring all components to the table to help guide the City. Whatever the Board decides to do, the City is poised to move into the future.

Chairman Salvino noted he is happy with our current interim director and RMA. When we had Jeremy Earle, we had more activity and more information coming from developers.

Ms. Briesemeister responded that what has happened is Mr. Earle was very hands-on; during the transition period that activity transferred to Community Development. Director Bach concentrated on the PATCH and on cleaning up things within the agency. If the City wants them to do what Mr. Earle did, they can; it just depends on the role the Board wants them to play.

Chairman Salvino felt we need to help new businesses exploit themselves with the CRA, and said nothing has happened downtown and it is blighted in some areas. He asked if there is a plan to do something with them.

Ms. Briesemeister explained there were 2 contracts; one with Mr. Earle as director and one with RMA for public/private development. During the transition, the RMA contract was proposed to the City, but was never executed; the RMA contract for this kind of activity was just adopted by

the Board at the last meeting. It is the Board's vision and RMA will assume the responsibility of carrying it out.

Vice-Chairman Jones asked why the contract was not executed earlier.

Ms. Briesemeister said she is not sure; it may have been timing or the transition. It boils down to what role the Board wants RMA to play through the CRA.

Chairman Salvino recommended that we continue with RMA for at least 90 days before beginning the search, to see what they can do. He does not know if we can get something better than what RMA has to offer.

Board Member Brandimarte asked what other options there are, other than a full-time director.

Ms. Briesemeister responded there is the contracted position and firm behind it, as is currently in place. She noted they have not been giving themselves their own work, but have been looking to the Board to tell them what they want to do. If the Board wants them to move forward with this activity, provided it is contracted to be done, they will accommodate.

Vice-Chairman Jones said he started this process; there is no problem with Director Bach or RMA, but the CRA was created to have a director. He believes we can look for a director and continue with RMA; with a new director, we can maintain the relationship with RMA, as we still have a need for that. He likes a director, the person in charge of making decisions. On-going projects have stalled, as well as redevelopment. We can look at FLC and FRA for who is out there; if we do not like what we see, we can keep what we have. He would like deliverables in the job description, such as the looming debt that needs to be paid, which needs to be discussed. Also, some projects that we started, City Center and City Hall, have fallen through; these are important projects. Lastly, dealing with redevelopment and new development, the Columbus project is just sitting; when time runs out it is done. There are other projects we need to move forward. He wants to move forward with looking for a director, and RMA will still be here.

Board Member Brandimarte noted she has a different attitude on this matter. She feels this should be left as is until after the budget discussions; we have stronger needs such as police and fire. We should not entertain putting out feelers when we have not even done our budget.

Board Member Fetscher questioned whether we are putting the cart before the horse as the budget is coming up, and we do not know where this fits in our budget. He likes the idea of a contract employee, and felt we should leave it as is until after the budget process.

Chairman Salvino felt there is a contradiction in Vice-Chairman Jones' comments in that he wants to hire Rachel Bach, RMA's employee, as director, but complains that nothing is being done by her in her current capacity. We still do not know what is happening with the budget, and we are not requesting from RMA the things that we want to do. RMA is here to help Director Bach and he wants to keep her for at least 90-180 days; if it does not work out, we should look for an outside director.

Vice-Chairman Jones noted this has nothing to do with Director Bach; she filled the need we had, and there was talk before Commissioner Fetscher came to keep it as is. He said if we are so satisfied, maybe we should hire Director Bach. He felt we can still look for 90 days. As to the budget, it is still going to cost us, as currently we pay \$13,000.00 per month for RMA and \$7,000.00 per month for marketing. We do not know if this will change in the budget, as we might get a director to come in for less. He said maybe we should look and see, and questioned what we are going to do in 90 days if we do not. We are still going to pay a certain amount of dollars, and are going to allocate the money in the budget for RMA or for a director. It is not a personal matter with him; he would like to see a director.

Board Member Brandimarte felt Mayor Salvino hit the nail on the head, in that none of us have told Director Bach what our vision is.

Mayor Salvino noted that in reviewing the cost chart, it appears the Executive Director position would be a \$100,000.00 salaried position, and it would be without RMA. At \$90,000.00, we could not get RMA with the extra \$10,000.00.

Ms. Briesemeister clarified that if Director Bach is hired as CRA Director, she would report directly to the CRA Board; currently, RMA pays her salary and overhead, which is charged back. The dollar amount is almost identical; the difference is that when Jeremy Earle wanted RMA, they charged him and they do not charge Director Bach. RMA will still be here if the City hires a director.

Patty Hart said she is responsible for the Columbus being here; they re-hired Bonnie Miskel to finish and pay for the plat. Their property taxes have increased, so although they have not done anything, we did get a benefit by having the property turn over. When she brings people in, she tries to determine what can be done with a property before they go into contract. Jeremy Earle was great when trying to bring in developers, but since it went downstairs it never goes well. It is hard to bring developers here with our previous reputation.

Mayor Salvino stated we will have City management work with the CRA.

3. Adjournment

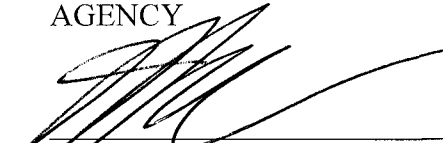
Chairman Salvino adjourned the meeting at 4:11 p.m.

ATTEST:



LOUISE STILSON, CMC
CRA SECRETARY

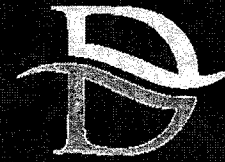
COMMUNITY REDEVELOPMENT
AGENCY


MARCO A. SALVINO, SR.
CHAIRMAN – CRA

Approved: June 14, 2016

Minutes of Meeting
Workshop – CRA Executive Director Position
Dania Beach Community Redevelopment Agency
Wednesday, May 25, 2016 – 3:30 p.m.





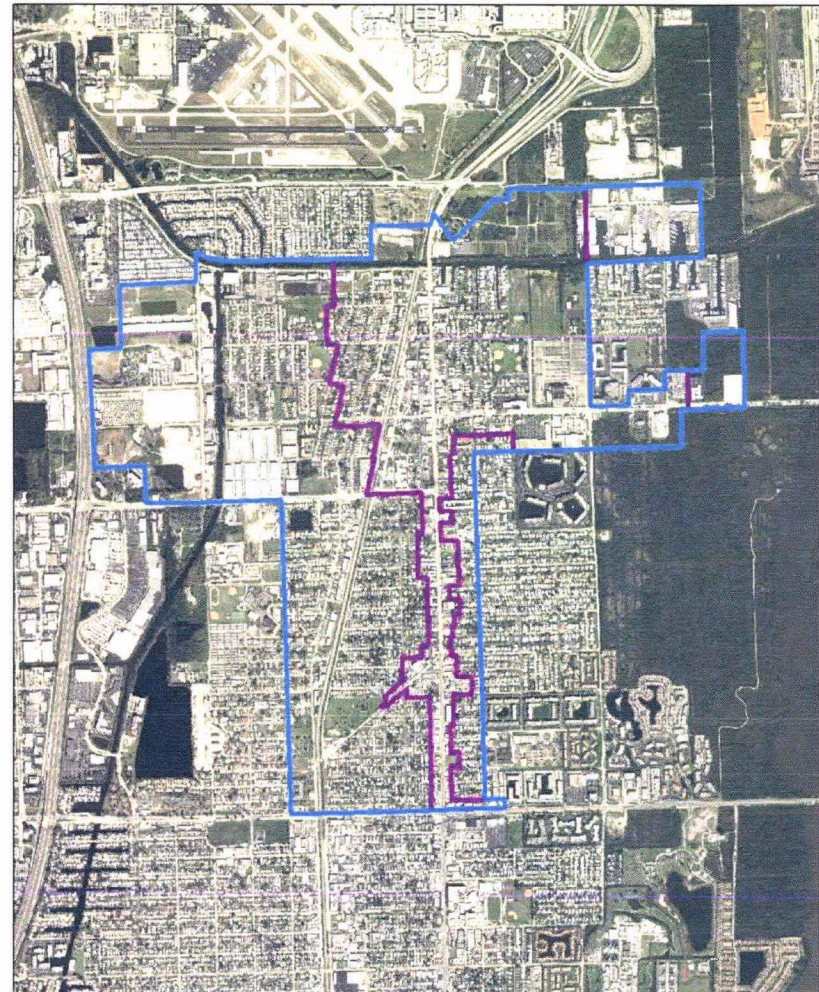
DANIA BEACH
COMMUNITY REDEVELOPMENT AGENCY

Discussion Regarding CRA Staffing

May 25, 2016

Introduction

- CRA was created in 2004; expanded in 2010.
- BCC approval based on County funding to be provided through non-ad valorem sources.
- 2004 – 2008; no CRA activity.
- Redevelopment Trust Fund created in 2006
- 2008 the Agency was staffed and operational
- 2009 CRA Boundary was expanded



Legend

- Proposed CRA Boundary
- Existing CRA Boundary

0 0.25 0.5 1 Miles

THE MELLGREN
PLANNING GROUP



Operations

DBCRA

Economic
Development

Community
Redevelopment

Special
Projects
Creative Arts
Council

Job Training
and
Employment

Business
Attraction
and
Retention

Neigh-
bor-
hood
Revitalization

Downtown
Redevel-
opment

Real Estate
Development
and
Attraction

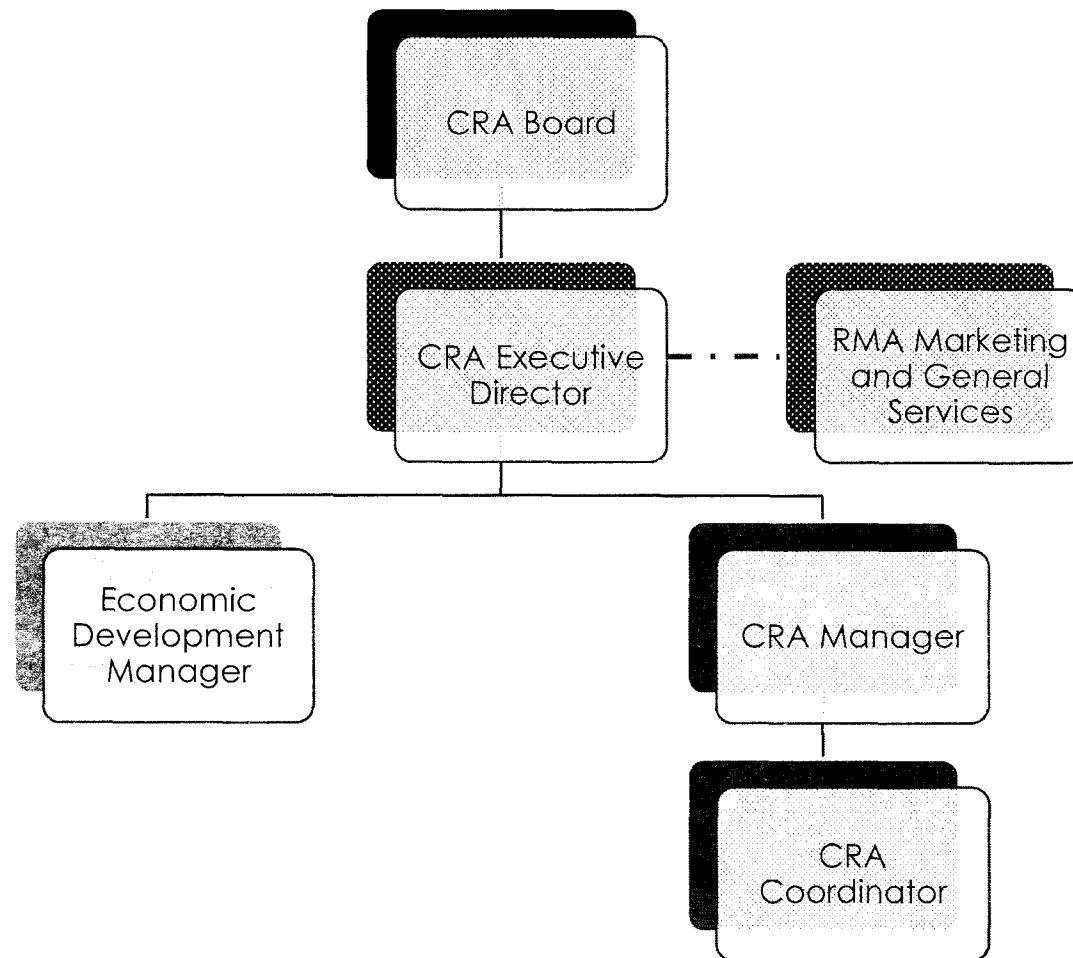
Housing,
Health,
Environment
supportive
activities

Strategic and Master Planning

Marketing, Public Relations, Promotions and Events


DANIA BEACH
COMMUNITY DEVELOPMENT AGENCY

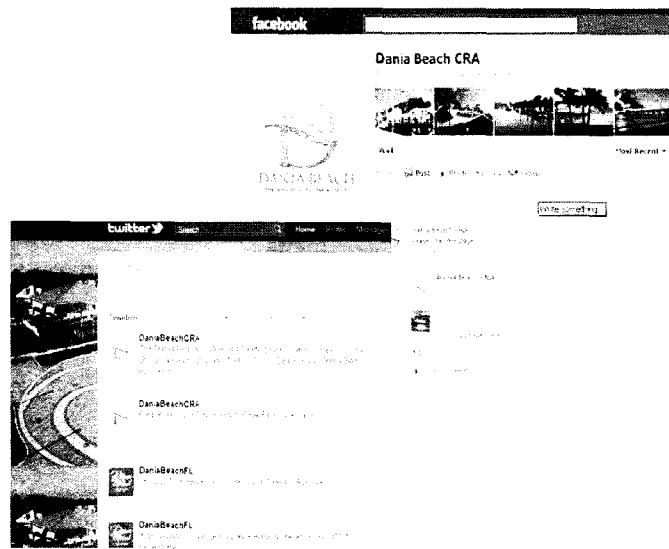
Organizational Chart



Support Services

RMA Consulting Services (Since 2009)

- Governing Documents
- Organizational and Operational Recommendations
- Marketing Analysis and Strategic Plan
- Ongoing Marketing Coordination
- Economic Impact Analysis
- Finance and Budgeting
- Public Private Partnerships Consulting Services
- Real Estate Services
- Redevelopment Planning



City of Dania Beach
Community Redevelopment Agency

Financing and Implementation Plan (2016-2020)



*"Maximize redevelopment activity in order to transition the
economic base of the redevelopment area"*

Comparison

CRA Contractor

\$156,000

- Full Time Director
(with 20 years Economic Development, Redevelopment and Planning experience)
- Management Oversight and Support.
- Backed by multi-disciplinary firm (for additional fees)

CRA Executive Director

\$145,000 - \$185,000

- Full Time Director

CRA Executive Director Cost

\$90,000.00

Medical		Dental		Vision		FICA	Medicare	WC	FRS (Pension)	Life Insurance	Expense Allowance	Optional	
Single	Family	Single	Family	Single	Family							Deferred Comp	Cell Phone Stipend
7,424.64	19,677.36	327.6	1,029.36	76.32	182.04	5,580.00	1,305.00	\$234.00	19,026	300	6,000	1,620.00	479.96

No Optional Benefits	
Total Single	Total Family
130,273.56	143,333.76

With Optional Benefits	
Total Single	Total Family
132,373.52	145,433.72

\$110,000.00

Medical		Dental		Vision		FICA	Medicare	WC	FRS (Pension)	Life Insurance	Expense Allowance	Optional	
Single	Family	Single	Family	Single	Family							Deferred Comp	Cell Phone Stipend
7424.64	19677.36	327.6	1,029.36	76.32	182.04	6,820.00	1,595.00	\$286.00	23,254	300	6,000	1,980.00	479.96

No Optional Benefits	
Total Single	Total Family
156,083.56	169,143.76

With Optional Benefits	
Total Single	Total Family
158,543.52	171,603.72

\$120,000.00

Medical		Dental		Vision		FICA	Medicare	WC	FRS (Pension)	Life Insurance	Expense Allowance	Optional	
Single	Family	Single	Family	Single	Family							Deferred Comp	Cell Phone Stipend
7,424.64	19,677.36	327.6	1,029.36	76.32	182.04	7,440.00	1,740.00	\$312.00	25,368	300	6,000	2,160.00	479.96

No Optional Benefits	
Total Single	Total Family
168,988.56	182,048.76

With Optional Benefits	
Total Single	Total Family
171,628.52	184,688.72

FRS 21.14%
FICA 6.20%
Medicare 1.45%
Deferred
Comp 1.80%
WC 0.26%

DELRAY BEACH, FLORIDA COMMUNITY REDEVELOPMENT AGENCY

2015 Wage and Salary Survey

POSITION TITLE: Executive Director

POSITION DESCRIPTION: A highly visible and responsible position involving the operation and administration of a community redevelopment agency established under Chapter 163 of the Florida State Statutes. The work involves planning, initiating, and directing programs and projects for the physical and economic improvement of the designated community redevelopment area. This position includes budgeting, capital planning and financial administration, personnel recruitment and supervision, business recruitment, land acquisition, urban planning and development, public relations, and the administration of contracts for professional services and capital improvements activities. Work requires extensive contact with public officials and the exercise of independent judgment and initiative.

**NUMBER OF
ORGANIZATIONS RESPONDING:** 14

TOTAL NUMBER OF EMPLOYEES: 17

	Average Range Minimum	Average Range Maximum	Average Salary Paid
Simple Average	\$98,595	\$142,361	\$133,774
Highest Reported	\$140,000	\$210,000	\$185,500
Lowest Reported	\$50,439	\$83,041	\$71,000